

FIG. 1

CUSTOMER DATABASE

206 CUSTOMER PHONE #	208 QUESTION 1 RESPONSE	210 QUESTION 2 RESPONSE	212 QUESTION "N" RESPONSE
202 (555) 555-0001	SATISFIED	DISSATISFIED	GREAT
(555) 555-0002	SATISFIED	VERY DISSATISFIED	POOR
204 • • • •			

FIG. 2

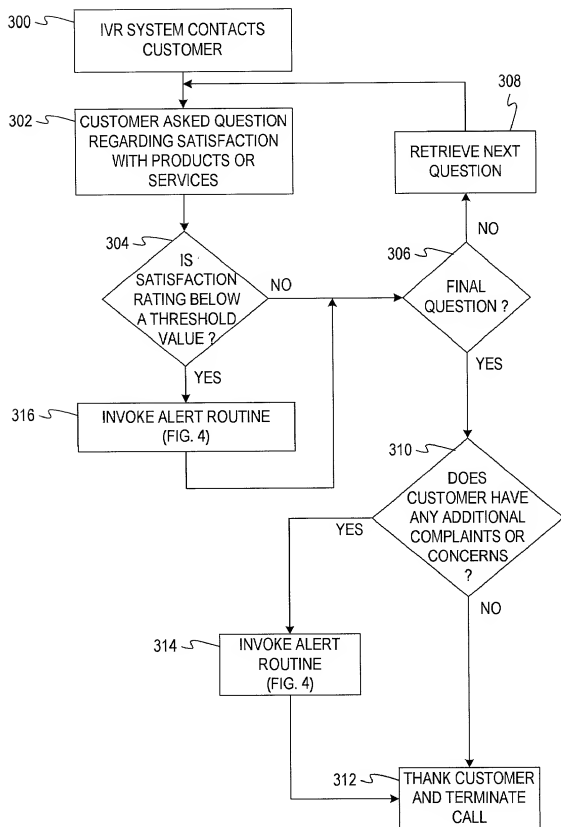


FIG. 3

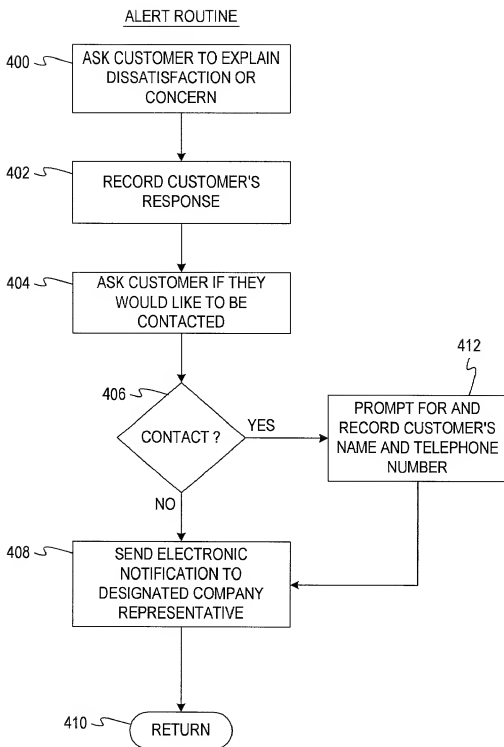


FIG. 4

Address: <http://>

500	ALERTS FOR ABC COMPANY			
502	LOCATION: 111 MAIN ST., ST. PETERSBURG, FL			
504	TOTAL ALERTS SINCE JANUARY 1, 2001: 20			
506	TOTAL ALERTS PENDING: 3			
508	ALERTS	DATE RECEIVED	EMPLOYEE RESPONSIBLE	LENGTH OF TIME PENDING
	1	01/03/01	EMPLOYEE A	1 DAY
	2	01/10/01	EMPLOYEE A	15 DAYS
	3	01/07/01	EMPLOYEE B	3 DAYS

FIG. 5

600

ADDRESS: <http://>

DISTRICT MGR NAME	STORE #	RED ALERTS	MANAGER ALERTS	CELEBRATE ALERTS	TOTAL # COMPLETE (CURR PRD)	TOTAL # RED ALERTS (CURR PRD)	RED ALERT DEFECT RATE (CURR PRD)
JOHN SMITH	1001	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	25	5	20%
JOHN SMITH	1002	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	26	3	11.5%
JOE JACKSON	1003	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	11	1	9.09%
JOE JACKSON	1004	<u>REDRPT</u>	<u>MGRRPT</u>	<u>CELEBRATE</u>	27	2	7.40%
		602	604	606	608	610	612

FIG. 6

700

ADDRESS:	http://									
STORE 1001										
702	704	706	708	710	712	714				
TRANS. DATE	SURVEY DATE	REQUEST PHONE#	RED ALERT OVERALL SATISFACTION	FRIES	TASTE	FRESH				
08/08/2001 12:46:00	08/09/2001 15:48:26	(123) 456.7890	COMPLETELY DISSATISFIED	NOT SAT COLD	NOT SAT COLE SLAW	NOT SAT COLE SLAW				
08/08/2001 15:46:00	08/09/2001 11:38:39	(123) 456.7890	MOSTLY DISSATISFIED	NOT SAT HARD/DRY	NOT SAT COLE SLAW	NOT SAT COLE SLAW				
08/07/2001 20:29:00	08/08/2001 19:30:09	(123) 456.7890	NEITHER	FAIR PORTION SIZE	FAIR COLE SLAW	FAIR CHICKEN				
08/04/2001 13:01:00	08/06/2001 14:55:12	(123) 456.7890	MOSTLY	MOSTLY	FAIR CHICKEN	FAIR CHICKEN				
08/04/2001 15:46:00	08/06/2001 17:22:35	(123) 456.7890	MOSTLY	MOSTLY	FAIR CHICKEN	FAIR SEAFOOD				

FIG. 7

800

ADDRESS: http://					
STORE 1001					
802	804	806	808	810	812
TRANS. DATE	SURVEY DATE	REQUEST PHONE#	FRIES	TASTE	FRESH
07/24/2001 12:24:00	07/26/2001 11:06:34	(123) 456.7890			
07/25/2001 11:38:00	07/25/2001 16:33:02	(123) 456.7890			
07/24/2001 16:44:00	07/24/2001 22:57:38	(123) 456.7890	NOT SAT GREASY/SOG	FAIR MISC	FAIR MISC
07/23/2001 12:59:00	07/24/2001 15:21:20	(123) 456.7890	FAIR GREASY/SOG		

FIG. 8

900

ADDRESS: http://				
STORE 1001				
902 TRANS. DATE	904 SURVEY DATE	906 REQUEST PHONE#	908 # OF RESPONSES RECEIVED FROM THIS PHONE NUMBER IN CURRENT QTR.	
08/09/2001 17:36:00	08/10/2001 20:18:59	(123) 456.7890	1	
08/06/2001 14:57:00	08/07/2001 18:26:19	(123) 456.7890	1	
08/04/2001 18:43:00	08/05/2001 13:40:52	(123) 456.7890	2	
07/30/2001 12:08:00	08/01/2001 15:32:08	(123) 456.7890	1	

FIG. 9